

Abstract

A method performed on a social network including invitation of other entities to be direct or indirect contacts, to form corresponding individual, unique, personal, social networks for each entity; providing entities with searchable access to entity data records; providing privacy for each entity's social network by allowing each said user entity to at least partially define its entity attributes are visible during said searchable access by other user entities; allowing a user entity to choose a role of provider or participant in communications and/or on-line interaction for a predetermined application, where a provider is a user entity providing an item, element, issue or service made available to at least one other entity; and a participant is a user entity utilising said provider's item, element, issue or service.